

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 21.05
 CHANGES ** WFLA-TV ***

REP HEADLINE# 6-39304 TRF# E:120718
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

ADV # _____ ADV. NAME ISS/AMER. CROSSROADS REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

ORDER # _____ CONTRACT # 6238004 CLASS: NATL. LOCAL REGIONAL
 PRDCT AMERICAN CROSSROADS EST#694 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV1/12 21.05

REP: MAKEGOOD/REVISION
 SPOT CANCELED LN 38
 LN 101 ADDED
 PMG CHANGE LN'S 2,15,17,32,34,41,45,61,63,81,97
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 AMERICAN CROSSROADS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11
 AGENCY PRODUCT CODE = 27
 AGENCY EST# = 694

2	NZ		1000P-1100P	30		\$5,000.00	11/2	11/2	1		FRI	1
PROGRAM : REVOLUTION												
CON COM1: REVOLUTION												

15	NZ		700P-730P	30		\$2,000.00	11/2	11/2	1		FRI	1
PROGRAM : NEWS												
CON COM1: NEWS												

11/21/12
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FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES
NOV1/12 21.05
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17		NZ	730P-800P	30		\$2,000.00	11/2	11/2	1		FRI	1
PROGRAM : ET												
CON COM1: ET												
32		NZ	700P-730P	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
CON COM1: NEWS												
34		NZ	730P-800P	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : ET												
CON COM1: ET												
38		S	600P-630P	30		\$900.00	11/3	11/3	0		SAT	0
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
41		T	1130P-1200M	30		\$2,500.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
45		NZ	700P-830P	30		\$5,500.00	11/4	11/4	1		SUN	1
PROGRAM : FOOTBALL NIGHT IN AMERICA												
CON COM1: FOOTBALL NIGHT IN AMERICA												
61		NZ	700P-730P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : NEWS												
CON COM1: NEWS												
63		NZ	730P-800P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : ET												
CON COM1: ET												
81		NZ	730P-800P	30		\$2,000.00	10/30	10/30	1		TUE	1
PROGRAM : ET												
CON COM1: ET												

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 NOV1/12 21.05
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
97	NZ		700P-730P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : NEWS												
CON COM1: NEWS												
101	A		900A-1000A	30		\$900.00	11/3	11/3	1		SAT	1
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												
NOV/12 104975.00												
CONTRACT TOTAL											104975.00	
TOTAL SPOTS											86	

MARKET TOTALS \$493,880 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%
 SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 822 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	American Crossroads/ Issue	Submission Cost:	104225	Campaign Ref:	E:120718028
Buyer:	..	Client/Product/Estimate:	11 /27 /694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	02	500	30 Comme	Nbr of Spots	1	1	500
2	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	02		30 Comme	Nbr of Spots Closed PR	1	1	
3	M-F 1135p ET / 1035p CT Tonight Show ...F..	02	1200	30 Comme	Nbr of Spots	1	1	1200
4	M-F 12p Today Show III ...F..	02	300	30 Comme	Nbr of Spots	1	1	300
5	M-F 2p Rachael Ray ...F..	03	300	30 Comme	Nbr of Spots	1	1	300
6	M-F 3p Doctors ...F..	03	450	30 Comme	Nbr of Spots	1	1	450
7	M-F 4p Dr Oz ...F..	02	750	30 Comme	Nbr of Spots	1	1	750
8	M-F 5p News ...F..	02	1500	30 Comme	Nbr of Spots	1	1	1500
9	M-F 530a News ...F..	01	500	30 Comme	Nbr of Spots	1	1	500

Weekly Totals:			
Total Spots(Ord Spots)	69	16	85
Closed PR	8	2	10

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Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 530p News ...F..	02	1500	30 Comme	Nbr of Spots 1		1	1500
11	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots 1		1	2000
12	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots 1		1	1000
13	M-F 7p Entertainment Tonight ...F..	01		30 Comme	Nbr of Spots Closed PR 1		1	
14	M-F 7a Today Show ...F..	02	1400	30 Comme	Nbr of Spots 1		1	1400
15	M-F 730p Extra ...F..	01		30 Comme	Nbr of Spots Closed PR 1		1	
16	M-F 9a Today Show II ...F..	02	700	30 Comme	Nbr of Spots 1		1	700
17	M-F 1p Days Of Our Lives M.....	02	500	30 Comme	Nbr of Spots 1		1	500
18	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots 1		1	2500
19	M-F 1135p ET / 1035p CT Tonight Show M.....	02	1200	30 Comme	Nbr of Spots 1		1	1200
20	M-F 12p Today Show III M.....	02	300	30 Comme	Nbr of Spots 1		1	300
21	M-F 2p Rachael Ray M.....	03	300	30 Comme	Nbr of Spots 1		1	300
Weekly Totals:					69	16	85	
Total Spots(Ord Spots)					8	2	10	
Closed PR								

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Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
22	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	450
23	M-F 4p Dr Oz M.....	02	750	30 Comme	Nbr of Spots	1	1	750
24	M-F 5a News M.....	01	300	30 Comme	Nbr of Spots	1	1	300
25	M-F 5p News M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
26	M-F 530p News M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
27	M-F 6p News M.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
28	M-F 6a News M.....	02	1000	30 Comme	Nbr of Spots	1	1	1000
29	M-F 7p Entertainment Tonight M.....	01		30 Comme	Nbr of Spots	1	1	
30	M-F 7a Today Show M.....	02	1400	30 Comme	Nbr of Spots	1	1	1400
31	M-F 730p Extra M.....	01		30 Comme	Nbr of Spots	1	1	
32	M-F 9a Today Show II M.....	02	700	30 Comme	Nbr of Spots	1	1	700
33	M-Su 11p News 01		2500	30 Comme	Nbr of Spots	1	1	2500

Weekly Totals:	Total Spots(Ord Spots)	69	16	85
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Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06238004
Est/PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
34	Sat 7a Today ShowS.	03	625	30 Comme	Nbr of Spots 1		1	625
35	M-Su Late News Late RunS	01	2500	30 Comme	Nbr of Spots 1		1	2500
36	Sun 6p NewsS	02	1100	30 Comme	Nbr of Spots 1		1	1100
38	Sun 8a Today ShowS	02	700	30 Comme	Nbr of Spots 1		1	700
39	M-F 1p Days Of Our Lives ...T...	02	500	30 Comme	Nbr of Spots 1		1	500
40	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots 1		1	2500
41	M-F 1135p ET / 1035p CT Tonight Show ...T...	02	1200	30 Comme	Nbr of Spots 1		1	1200
42	M-F 12p Today Show III ...T...	02	300	30 Comme	Nbr of Spots 1		1	300
43	M-F 2p Rachael Ray ...T...	03	300	30 Comme	Nbr of Spots 1		1	300
44	M-F 3p Doctors ...T...	03	450	30 Comme	Nbr of Spots 1		1	450
45	M-F 5a News ...T...	01	300	30 Comme	Nbr of Spots 1		1	300
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Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
46	M-F 5p News ...T...	02	1500	30 Comme	Nbr of Spots 1		1	1500
47	M-F 530a News ...T...	01	500	30 Comme	Nbr of Spots 1		1	500
48	M-F 530p News ...T...	02	1500	30 Comme	Nbr of Spots 1		1	1500
49	M-F 6p News ...T...	02	2000	30 Comme	Nbr of Spots 1		1	2000
50	M-F 6a News ...T...	02	1000	30 Comme	Nbr of Spots 1		1	1000
51	M-F 7p Entertainment Tonight ...T...	01		30 Comme	Nbr of Spots Closed PR 1		1	
52	M-F 7a Today Show ...T...	02	1400	30 Comme	Nbr of Spots 1		1	1400
53	M-F 730p Extra ...T...	01		30 Comme	Nbr of Spots Closed PR 1		1	
54	M-F 9a Today Show II ...T...	02	700	30 Comme	Nbr of Spots 1		1	700
55	M-F 1p Days Of Our Lives ...T...	02	500	30 Comme	Nbr of Spots 1		1	500
56	M-Su 11p News ...T....	01	2500	30 Comme	Nbr of Spots 1		1	2500
57	M-F 1135p ET / 1035p CT Tonight Show	02	1200	30	Nbr of Spots 1		1	1200

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Buyer:	..	Client/Product/Estimate:	11 /27 /694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
58	M-F 12p Today Show III T..... 300	02	300	30 Comme	Nbr of Spots	1	1	300
59	M-F 2p Rachael Ray T..... 300	03	300	30 Comme	Nbr of Spots	1	1	300
60	M-F 3p Doctors T..... 450	03	450	30 Comme	Nbr of Spots	1	1	450
61	M-F 4p Dr Oz T..... 750	02	750	30 Comme	Nbr of Spots	1	1	750
62	M-F 5p News T..... 1500	02	1500	30 Comme	Nbr of Spots	1	1	1500
63	M-F 530a News T..... 500	01	500	30 Comme	Nbr of Spots	1	1	500
64	M-F 530p News T..... 1500	02	1500	30 Comme	Nbr of Spots	1	1	1500
65	M-F 6p News T..... 2000	02	2000	30 Comme	Nbr of Spots	1	1	2000
66	M-F 6a News T..... 1000	02	1000	30 Comme	Nbr of Spots	1	1	1000
67	M-F 7a Today Show T..... 1400	02	1400	30 Comme	Nbr of Spots	1	1	1400
68	M-F 730p Extra T..... 30	01	30	30 Comme	Nbr of Spots	1	1	30
69	M-F 9a Today Show II T..... 700	02	700	30 Comme	Nbr of Spots	1	1	700
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Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
70	M-F 1p Days Of Our Lives ..W....	02	500	30 Comme	Nbr of Spots	1	1	500
71	M-Su 11p News ..W....	01	2500	30 Comme	Nbr of Spots	1	1	2500
72	M-F 1135p ET / 1035p CT Tonight Show ..W....	02	1200	30 Comme	Nbr of Spots	1	1	1200
73	M-F 12p Today Show III ..W....	02	300	30 Comme	Nbr of Spots	1	1	300
74	M-F 2p Rachael Ray ..W....	03	300	30 Comme	Nbr of Spots	1	1	300
75	M-F 3p Doctors ..W....	03	450	30 Comme	Nbr of Spots	1	1	450
76	M-F 4p Dr Oz ..W....	02		30 Comme	Nbr of Spots			
77	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots	1	1	300
78	M-F 5p News ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500
79	M-F 530a News ..W....	01	500	30 Comme	Nbr of Spots	1	1	500
80	M-F 530p News ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500

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Est./PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
81	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots 1		1	2000
82	M-F 6a News ..W....	02	1000	30 Comme	Nbr of Spots 1		1	1000
83	M-F 7p Entertainment Tonight ..W....	01		30 Comme	Nbr of Spots Closed PR 1		1	
84	M-F 7a Today Show ..W....	02	1400	30 Comme	Nbr of Spots 1		1	1400
85	M-F 9a Today Show II ..W....	02	700	30 Comme	Nbr of Spots 1		1	700
90	M-F 7p News ...F...	01	2000	30 Comme	Nbr of Spots 1		1	2000
91	M-F 730p Entertainment Tonight ...F...	01	2000	30 Comme	Nbr of Spots 1		1	2000
92	M-F 7p News M.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
93	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
94	M-F 7p News ...T...	01	2000	30 Comme	Nbr of Spots 1		1	2000
95	M-F 730p Entertainment Tonight ...T...	01	2000	30 Comme	Nbr of Spots 1		1	2000
96	M-F 730p Entertainment Tonight T.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
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Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
97	M-F 7p News ..W....	01	2000	30 Comme	Nbr of Spots 1		1	2000
98	Sun 7p ET / 6p CT Football Night In AmericaS	02	5500	30 Comme	Nbr of Spots 1		1	5500
99	Fri 10p ET / 9p CT Revolution ...F..	02	5000	30 Comme	Nbr of Spots 1		1	5000
Mgd	Sat 9a NewsS	01	900	30 Comme	Nbr of Spots 1		1	900
Weekly Totals: Total Spots(Ord Spots)					69	16	85	
Closed PR					8	2	10	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
2	Fri 10p ET / 9p CT Dateline NBC Friday	:30 Commercial	10/29/12	Closed Pre Emption	0.00	99 (11/02)	0000184618	E:120718028
13	M-F 7p Entertainment Tonight	:30 Commercial	10/29/12	Closed Pre Emption	0.00	40 (11/26), 41 (11/29), 42 (11)	0000167962	E:120718028
15	M-F 730p Extra	:30 Commercial	10/29/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
29	M-F 7p Entertainment Tonight	:30 Commercial	11/05/12	Closed Pre Emption	0.00	40 (11/26), 41 (11/29), 42 (11)	0000167962	E:120718028
31	M-F 730p Extra	:30 Commercial	11/05/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
51	M-F 7p Entertainment Tonight	:30 Commercial	10/29/12	Closed Pre Emption	0.00	40 (11/26), 41 (11/29), 42 (11)	0000167962	E:120718028
53	M-F 730p Extra	:30 Commercial	10/29/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
68	M-F 730p Extra	:30 Commercial	10/29/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
76	M-F 4p Dr Oz	:30 Commercial	10/29/12	Closed Pre Emption	750.00	No Makegood / Credit	0000000000	E:120718028
83	M-F 7p Entertainment Tonight	:30 Commercial	10/29/12	Closed Pre Emption	0.00	10(31)	0000167963	E:120718028

Grand Totals

Local

		Month 11 Weeks: 4	
Totals		10/29	11/05
Spots	85	69	16
Cost	104,225	85,925	18,400

Grand Totals:

Spots:	85
Gross Total:	104,225.00
Commission:	15,633.75
Net Total:	88,591.25

REP HEADLINE# 6238004
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

JUL18/12 12.1
*** WFLA-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS
AGY # AGY. NAME CROSSROADS MEDIA LLC

REP. # OFF. # SALESMAN #

BUYER NAME EMILY MILHOAN
SALES PRSN WA- MEGHAN MCGARR (H)

66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6238004

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#694 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE JUL18/12 12.10

REP: NEW ORDER
RTI \$104,975 @86X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
AMERICAN CROSSROADS

\$\$\$ 4900

7/18/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 27
AGENCY EST# = 694

1			100P-200P	30		\$500.00	11/2	11/2	1		FRI	1
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PROGRAM : DAYS OF OUR LIVES
CON COM1 : DAYS OF OUR LIVES

2			1000P-1100P	30		\$5,000.00	11/2	11/2	1		FRI	1
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PROGRAM : DATELINE
CON COM1 : DATELINE

3			1100P-1135P	30		\$2,500.00	11/2	11/2	0		FRI	0
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PROGRAM : NEWS CHANNEL 8 @ 11PM
CON COM1 : NEWS CHANNEL 8 @ 11PM

REP: TEL# 703-516 9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
JUL18/12 12.1
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	11/2	11/2	1		FRI	1
5			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	11/2	11/2	1		FRI	1
6			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	11/2	11/2	1		FRI	1
7			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	11/2	11/2	1		FRI	1
8			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	11/2	11/2	1		FRI	1
9			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	11/2	11/2	1		FRI	1
10			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	11/2	11/2	1		FRI	1
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	11/2	11/2	1		FRI	1
12			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	11/2	11/2	1		FRI	1

REP HEADLINE# 6238004
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
13			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	11/2	11/2	1		FRI	1
14			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$5,000.00	11/2	11/2	0		FRI	0
15			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	11/2	11/2	1		FRI	1
16			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	11/2	11/2	1		FRI	1
17			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	11/2	11/2	1		FRI	1
18			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	11/2	11/2	1		FRI	1
19			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$500.00	11/5	11/5	1		MON	1
20			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	11/5	11/5	1		MON	1
21			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	11/5	11/5	1		MON	1

REP HEADLINE# 6238004
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
*** WFLA-TV ***

LINE#	REV	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	POTL SPTS
22			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	11/5	11/5	1		MON	1
23			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	11/5	11/5	1		MON	1
24			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	11/5	11/5	1		MON	1
25			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	11/5	11/5	1		MON	1
26			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	11/5	11/5	1		MON	1
27			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	11/5	11/5	1		MON	1
28			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	11/5	11/5	1		MON	1
29			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	11/5	11/5	1		MON	1
30			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	11/5	11/5	1		MON	1

REP HEADLINE# 6238004
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	POTL SPTS
31			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$5,000.00	11/5	11/5	0		MON	0
32			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	11/5	11/5	1		MON	1
33			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	11/5	11/5	1		MON	1
34			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	11/5	11/5	1		MON	1
35			800P-900P PROGRAM : THE VOICE CON COM1: THE VOICE	30		\$2,500.00	11/5	11/5	0		MON	0
36			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	11/5	11/5	1		MON	1
37			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	11/3	11/3	1		SAT	1
38			600P-630P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$900.00	11/3	11/3	1		SAT	1
39			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$3,300.00	11/3	11/3	0		SAT	0

OK

REP HEADLINE# 0436004
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 JUL18/12 12.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			700A-900A	30		\$625.00	11/3	11/3	1		SAT	1
PROGRAM : SATURDAY TODAY												
CON COM1 : SATURDAY TODAY												
41			1100P-1135P	30		\$2,500.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												
42			200P-600P	30		\$650.00	11/4	11/4	0		SUN	0
PROGRAM : BMW CHAMPIONSHIPS/9/12												
CON COM1 : BMW CHAMPIONSHIPS/9/12												
43			600P-630P	30		\$1,100.00	11/4	11/4	1		SUN	1
PROGRAM : NEWSCHANNEL 8												
CON COM1 : NEWSCHANNEL 8												
44			700P-830P	30		\$.00	11/4	11/4	0		SUN	0
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1 : FOOTBALL NIGHT IN AMRC												
45			700P-830P	30		\$5,500.00	11/4	11/4	1		SUN	1
PROGRAM : FOOTBALL												
CON COM1 : FOOTBALL												
46			800A-900A	30		\$700.00	11/4	11/4	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1 : SUNDAY TODAY												
47			100P-200P	30		\$500.00	11/1	11/1	1		THU	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1 : DAYS OF OUR LIVES												
48			1100P-1135P	30		\$2,500.00	11/1	11/1	1		THU	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												

if 9th in Amer

JUL 18/12 12.1
WFLA-TV

LINE#	REP	CL	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
49			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	11/1	11/1	1		THU	1
50			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	11/1	11/1	1		THU	1
51			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	11/1	11/1	1		THU	1
52			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	11/1	11/1	1		THU	1
53			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	11/1	11/1	0		THU	0
54			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	11/1	11/1	1		THU	1
55			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	11/1	11/1	1		THU	1
56			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	11/1	11/1	1		THU	1
57			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	11/1	11/1	1		THU	1

JUL 18/12 12.1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
58			600P-630P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : NEWS CHANNEL8												
CON COM1: NEWS CHANNEL8												
59			600A-700A	30		\$1,000.00	11/1	11/1	1		THU	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
60			630P-700P	30		\$5,000.00	11/1	11/1	0		THU	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1: NBC NIGHTLY NEWS												
61			700P-730P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
62			700A-900A	30		\$1,400.00	11/1	11/1	1		THU	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
63			730P-800P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
64			900A-1000A	30		\$700.00	11/1	11/1	1		THU	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
65			100P-200P	30		\$500.00	10/30	10/30	1		TUE	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												
66			1100P-1135P	30		\$2,500.00	10/30	10/30	1		TUE	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												

REP HEADLINE# 6238004
 *** ORIGINAL REV#0 ***

RMP: TEL# 703-516-9389 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
 *** WFLA-TV ***

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
67			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/30	10/30	1		TUE	1
68			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/30	10/30	1		TUE	1
69			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/30	10/30	1		TUE	1
70			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/30	10/30	1		TUE	1
71			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/30	10/30	1		TUE	1
72			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/30	10/30	0		TUE	0
73			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/30	10/30	1		TUE	1
74			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/30	10/30	1		TUE	1
75			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/30	10/30	1		TUE	1

REP HEADLINE# 0258004
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
76			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1 : NEWS CHANNEL 8	30		\$2,000.00	10/30	10/30	1		TUE	1
77			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/30	10/30	1		TUE	1
78			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1 : NBC NIGHTLY NEWS	30		\$5,000.00	10/30	10/30	0		TUE	0
79			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30		\$2,000.00	10/30	10/30	0		TUE	0
80			700A-900A PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	30		\$1,400.00	10/30	10/30	1		TUE	1
81			730P-800P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$2,000.00	10/30	10/30	1		TUE	1
82			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2	30		\$700.00	10/30	10/30	1		TUE	1
83			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1 : DAYS OF OUR LIVES	30		\$500.00	10/31	10/31	1		WED	1
84			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1 : NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/31	10/31	1		WED	1

JUL 18/12 12.1
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
85			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/31	10/31	1		WED	1
86			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/31	10/31	1		WED	1
87			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/31	10/31	1		WED	1
88			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/31	10/31	1		WED	1
89			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/31	10/31	1		WED	1
90			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/31	10/31	1		WED	1
91			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/31	10/31	1		WED	1
92			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/31	10/31	1		WED	1
93			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/31	10/31	1		WED	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
94			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$2,000.00	10/31	10/31	1		WED	1
95			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/31	10/31	1		WED	1
96			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$5,000.00	10/31	10/31	0		WED	0
97			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	10/31	10/31	1		WED	1
98			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	10/31	10/31	1		WED	1
99			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	10/31	10/31	0		WED	0
100			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	10/31	10/31	1		WED	1
NOV/12 104975.00												
CONTRACT TOTAL 104975.00												
TOTAL SPOTS 86												

MARKET TOTALS \$499,880 WFLA 31% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 7% CABL 0%
 SVC- NSI
 DEMOS- RA35+*

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	104075	Campaign Ref:	E:120718028
Buyer:	..	Client/Product/Estimate:	11 / 27 / 694	Sales Rep:	HFP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL	104075
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ..F..	500	30 Comme	Nbr of Spots 1		1	500
2	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	5000	30 Comme	Nbr of Spots 1		1	5000
3	M-F 1135p ET / 1035p CT Tonight Show ..F..	1200	30 Comme	Nbr of Spots 1		1	1200
4	M-F 12p Today Show III ..F..	300	30 Comme	Nbr of Spots 1		1	300
5	M-F 2p Rachael Ray ..F..	300	30 Comme	Nbr of Spots 1		1	300
6	M-F 3p Doctors ..F..	450	30 Comme	Nbr of Spots 1		1	450
7	M-F 4p Dr Oz ..F..	750	30 Comme	Nbr of Spots 1		1	750
8	M-F 5p News ..F..	1500	30 Comme	Nbr of Spots 1		1	1500
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E:120718028
Buyer: ..	Client/Product/Estimate: 11 / 27 / 694	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06238004
Est./PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
9	M-F 530a News ...F..	500	30 Comme	Nbr of Spots	1	1	500
10	M-F 530p News ...F..	1500	30 Comme	Nbr of Spots	1	1	1500
11	M-F 6p News ...F..	2000	30 Comme	Nbr of Spots	1	1	2000
12	M-F 6a News ...F..	1000	30 Comme	Nbr of Spots	1	1	1000
13	M-F 7p Entertainment Tonight ...F..	2000	30 Comme	Nbr of Spots	1	1	2000
14	M-F 7a Today Show ...F..	1400	30 Comme	Nbr of Spots	1	1	1400
15	M-F 730p Extra ...F..	2000	30 Comme	Nbr of Spots	1	1	2000
16	M-F 9a Today Show II ...F..	700	30 Comme	Nbr of Spots	1	1	700
17	M-F 1p Days Of Our Lives M.....	500	30 Comme	Nbr of Spots	1	1	500
18	M-Su 11p News M.....	2500	30 Comme	Nbr of Spots	1	1	2500
19	M-F 1135p ET / 1035p CT Tonight Show	1200	30	Nbr of Spots	1	1	1200
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer: ..
Schedule Dates: 10/29/12 to 11/11/12
Est./PO Number: 06238004
Submission Cost: 104075
Client/Product/Estimate: 11/27/694
Weeks: 2
Contract type: Political
Campaign Ref: E:120718028
Sales Rep: HRP Washington, DC
Order Ref: 06238004
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
20	M-F 12p Today Show III M..... 300	300	30 Comme Nbr of Spots		1	1	300
21	M-F 2p Rachael Ray M..... 300	300	30 Comme Nbr of Spots		1	1	300
22	M-F 3p Doctors M..... 450	450	30 Comme Nbr of Spots		1	1	450
23	M-F 4p Dr Oz M..... 750	750	30 Comme Nbr of Spots		1	1	750
24	M-F 5a News M..... 300	300	30 Comme Nbr of Spots		1	1	300
25	M-F 5p News M..... 1500	1500	30 Comme Nbr of Spots		1	1	1500
26	M-F 530p News M..... 1500	1500	30 Comme Nbr of Spots		1	1	1500
27	M-F 6p News M..... 2000	2000	30 Comme Nbr of Spots		1	1	2000
28	M-F 6a News M..... 1000	1000	30 Comme Nbr of Spots		1	1	1000
29	M-F 7p Entertainment Tonight M..... 2000	2000	30 Comme Nbr of Spots		1	1	2000
30	M-F 7a Today Show M..... 1400	1400	30 Comme Nbr of Spots		1	1	1400
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E:120718028
Buyer: ..	Client/Product/Estimate: 11 / 27 / 694	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06238004
Est./PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
31	M-F 730p Extra M.....	2000	30 Comme		1	1	2000
32	M-F 9a Today Show II M.....	700	30 Comme		1	1	700
33	M-Su 11p NewsS.	2500	30 Comme		1	1	2500
34	Sat 7a Today ShowS.	625	30 Comme		1	1	625
35	M-Su Late News Late RunS	2500	30 Comme		1	1	2500
36	Sun 6p NewsS	1100	30 Comme		1	1	1100
37	Sun 7p ET / 6p CT Football Night In AmericaS	5500	30 Comme		1	1	5500
38	Sun 8a Today ShowS	700	30 Comme		1	1	700
39	M-F 1p Days Of Our Lives ...T...	500	30 Comme		1	1	500
40	M-Su 11p News ...T...	2500	30 Comme		1	1	2500
	M-F 1135p ET / 1035p CT Tonight						
Weekly Totals: Total Spots(Ord Spots)				89	16	85	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E:120718028
Buyer:	Client/Product/Estimate: 11/27/694	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06238004
Est./PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type		10/29	11/05	Total	Cost
41	Show	1200	30	Nbr of Spots	1		1	1200
	...T...		Comme					
42	M-F 12p Today Show III	300	30	Nbr of Spots	1		1	300
	...T...		Comme					
43	M-F 2p Rachael Ray	300	30	Nbr of Spots	1		1	300
	...T...		Comme					
44	M-F 3p Doctors	450	30	Nbr of Spots	1		1	450
	...T...		Comme					
45	M-F 5a News	300	30	Nbr of Spots	1		1	300
	...T...		Comme					
46	M-F 5p News	1500	30	Nbr of Spots	1		1	1500
	...T...		Comme					
47	M-F 530a News	500	30	Nbr of Spots	1		1	500
	...T...		Comme					
48	M-F 530p News	1500	30	Nbr of Spots	1		1	1500
	...T...		Comme					
49	M-F 6p News	2000	30	Nbr of Spots	1		1	2000
	...T...		Comme					
50	M-F 6a News	1000	30	Nbr of Spots	1		1	1000
	...T...		Comme					
51	M-F 7p Entertainment Tonight	2000	30	Nbr of Spots	1		1	2000
	...T...		Comme					
Weekly Totals: Total Spots(Ord Spots)					69	16	85	

Crossroads Media
 66 Canal Center Plaza
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 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E:120718028
Buyer: ..	Client/Product/Estimate: 11/127/694	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06238004
Est./PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
52	M-F 7a Today Show ..T....	1400	30 Comme	1		1	1400
53	M-F 730p Extra ..T....	2000	30 Comme	1		1	2000
54	M-F 9a Today Show II ..T....	700	30 Comme	1		1	700
55	M-F 1p Days Of Our Lives ..T....	500	30 Comme	1		1	500
56	M-Su 11p News T.....	2500	30 Comme	1		1	2500
57	M-F 1135p ET / 1035p CT Tonight Show ..T....	1200	30 Comme	1		1	1200
58	M-F 12p Today Show III ..T....	300	30 Comme	1		1	300
59	M-F 2p Rachael Ray ..T....	300	30 Comme	1		1	300
60	M-F 3p Doctors ..T....	450	30 Comme	1		1	450
61	M-F 4p Dr Oz ..T....	750	30 Comme	1		1	750
62	M-F 5p News ..T....	1500	30 Comme	1		1	1500
Weekly Totals: Total Spots(Ord Spots)				89	16	85	

Crossroads Media
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 Suite 555
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American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E:120718028
Buyer: ..	Client/Product/Estimate: 11 / 27 / 694	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06238004
Est./PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
63	M-F 530a News ..T....	500	30 Comme	Nbr of Spots 1		1	500
64	M-F 530p News ..T....	1500	30 Comme	Nbr of Spots 1		1	1500
65	M-F 6p News ..T....	2000	30 Comme	Nbr of Spots 1		1	2000
66	M-F 6a News ..T....	1000	30 Comme	Nbr of Spots 1		1	1000
67	M-F 7a Today Show ..T....	1400	30 Comme	Nbr of Spots 1		1	1400
68	M-F 730p Extra ..T....	2000	30 Comme	Nbr of Spots 1		1	2000
69	M-F 9a Today Show II ..T....	700	30 Comme	Nbr of Spots 1		1	700
70	M-F 1p Days Of Our Lives ..W....	500	30 Comme	Nbr of Spots 1		1	500
71	M-Su 11p News ..W....	2500	30 Comme	Nbr of Spots 1		1	2500
72	M-F 1135p ET / 1035p CT Tonight Show ..W....	1200	30 Comme	Nbr of Spots 1		1	1200
73	M-F 12p Today Show III ..W....	300	30 Comme	Nbr of Spots 1		1	300
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

Crossroads Media
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Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer: ..
Schedule Dates: 10/29/12 to 11/11/12
Est./PO Number: 06238004
Submission Cost: 104075
Client/Product/Estimate: 11/27/694
Weeks: 2
Contract type: Political
Campaign Ref: E:120718028
Sales Rep: HRP Washington, DC
Order Ref: 06238004
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
74	M-F 2p Rachael Ray ..W....	300	30 Comme	Nbr of Spots	1	1	300
75	M-F 3p Doctors ..W....	450	30 Comme	Nbr of Spots	1	1	450
76	M-F 4p Dr Oz ..W....	750	30 Comme	Nbr of Spots	1	1	750
77	M-F 5a News ..W....	300	30 Comme	Nbr of Spots	1	1	300
78	M-F 5p News ..W....	1500	30 Comme	Nbr of Spots	1	1	1500
79	M-F 530a News ..W....	500	30 Comme	Nbr of Spots	1	1	500
80	M-F 530p News ..W....	1500	30 Comme	Nbr of Spots	1	1	1500
81	M-F 6p News ..W....	2000	30 Comme	Nbr of Spots	1	1	2000
82	M-F 6a News ..W....	1000	30 Comme	Nbr of Spots	1	1	1000
83	M-F 7p Entertainment Tonight ..W....	2000	30 Comme	Nbr of Spots	1	1	2000
84	M-F 7a Today Show	1400	30	Nbr of Spots	1	1	1400
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

Crossroads Media
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American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E-120718028
Buyer:	Client/Product/Estimate: 11/27/694	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06238004
Est./PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
85	M-F 9a Today Show II W...	700	30 Comme	1		1	700
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

Grand Totals				Month 11 Weeks: 4			
Totals		10/29		11/05			
Spots	85			69			16
Cost	104075			85675			18400

Grand Totals:	Spots: 85
	Gross Total: 104,075.00
	Commission: 15,611.25
	Net Total: 88,463.75



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 11/25/12 E:120718028
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033822
PAGE 1
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS

REF#: 11 /27 /694
Desc: 06238004

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 1p Days Df Dur Lives					*WFLA	:30 Commercial			
500.00		1 1	11/02	FR	01:58P	30 USPRTV24ACH	500.00		
Fri 10p ET / 9p CT Dateline NB					*WFLA	:30 Commercial			
5000.00		2 2	11/02	FR		30	.00	Preempt Program Change	.00-
			11/02	FR	10:31P	30 USPRTV28ACH	5000.00	MAKEGDDD	5000.00
			MG FDR:	99	11/02				
M-F 1135p ET / 1035p CT Tonigh					*WFLA	:30 Commercial			
1200.00		3 1	11/02	FR	11:47P	30 USPRTV24ACH	1200.00		
M-F 12p Today Show III					*WFLA	:30 Commercial			
300.00		4 1	11/02	FR	12:28P	30 USPRTV28ACH	300.00		
M-F 2p Rachael Ray					*WFLA	:30 Commercial			
300.00		5 1	11/02	FR	02:27P	30 USPRTV28ACH	300.00		
M-F 3p Doctors					*WFLA	:30 Commercial			
450.00		6 1	11/02	FR	03:13P	30 USPRTV28ACH	450.00		
M-F 4p Dr Dz					*WFLA	:30 Commercial			
750.00		7 1	11/02	FR	04:40P	30 USPRTV28ACH	750.00		
M-F 5p News					*WFLA	:30 Commercial			
1500.00		8 1	11/02	FR	05:29P	30 USPRTV28ACH	1500.00		
M-F 530a News					*WFLA	:30 Commercial			
500.00		9 1	11/02	FR	05:58A	30 USPRTV24ACH	500.00		
M-F 530p News					*WFLA	:30 Commercial			
1500.00		10 1	11/02	FR	05:44P	30 USPRTV24ACH	1500.00		
M-F 6p News					*WFLA	:30 Commercial			
2000.00		11 1	11/02	FR	06:28P	30 USPRTV28ACH	2000.00		
M-F 6a News					*WFLA	:30 Commercial			
1000.00		12 1	11/02	FR	06:27A	30 USPRTV28ACH	1000.00		

*** Continued ***

PERIOD COST	107,975.00	85 Total Units	ACTUAL GROSS BILLING	104,225.00	SUB-TOTALS	Debits	5,000.00
			AGENCY COMMISSION	15,633.75	TOTAL RECONCILING	Credits	8,750.00-
			NET DUE	88,591.25			3,750.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue
PRODUCT American Crossroads

INVOICE NUMBER 0100033822
BROADCAST MONTH 10/29/2012 - 11/25/
AMOUNT DUE 88,591.25

REMIT TO:

*00159

000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000021453 00000100033822 008859125 8



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 11/25/12
ORDER TYPE Political
WFLA I SS
11/25/12 E:120718028
WFLA
INVOICE NUMBER 0100033822
PAGE 2
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /694
Oesc: 06238004

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 7p Entertainment Tonight	2000.00	13 1	11/02	FR	*WFLA	:30 Commercial	.00	Preempt Program Change	.00-
M-F 7a Today Show	1400.00	14 1	11/02	FR	*WFLA	:30 Commercial	1400.00		
M-F 730p Extra	2000.00	15 1	11/02	FR	*WFLA	:30 Commercial	.00	Preempt Program Change	2000.00-
M-F 9a Today Show II	700.00	16 1	11/02	FR	*WFLA	:30 Commercial	700.00		
M-F 1p Oays Of Our Lives	500.00	17 1	11/05	MO	*WFLA	:30 Commercial	500.00		
M-Su 11p News	2500.00	18 1	11/05	MO	*WFLA	:30 Commercial	2500.00		
M-F 1135p ET / 1035p CT Tonigh	1200.00	19 1	11/05	MO	*WFLA	:30 Commercial	1200.00		
M-F 12p Today Show III	300.00	20 1	11/05	MO	*WFLA	:30 Commercial	300.00		
M-F 2p Rachael Ray	300.00	21 1	11/05	MO	*WFLA	:30 Commercial	300.00		
M-F 3p Ooctors	450.00	22 1	11/05	MO	*WFLA	:30 Commercial	450.00		
M-F 4p Or Oz	750.00	23 1	11/05	MO	*WFLA	:30 Commercial	750.00		
M-F 5a News	300.00	24 1	11/05	MO	*WFLA	:30 Commercial	300.00		
M-F 5p News	1500.00	25 1	11/05	MO	*WFLA	:30 Commercial	1500.00		
M-F 530p News	1500.00	26 1	11/05	MO	*WFLA	:30 Commercial	1500.00		
M-F 6p News	2000.00	27 1	11/05	MO	*WFLA	:30 Commercial	2000.00		
M-F 6a News	1000.00	28 1	11/05	MO	*WFLA	:30 Commercial	1000.00		
M-F 7p Entertainment Tonight	2000.00	29 1	11/05	MO	*WFLA	:30 Commercial	.00	Preempt Program Change	.00-
M-F 7a Today Show	1400.00	30 1	11/05	MO	*WFLA	:30 Commercial	1400.00		
M-F 730p Extra	2000.00	31 1	11/05	MO	*WFLA	:30 Commercial	.00	Preempt Program Change	2000.00-
M-F 9a Today Show II					*WFLA	:30 Commercial			

*** Continued ***

PERIOD COST 107,975.00

85 Total Units
ACTUAL GROSS BILLING 104,225.00
AGENCY COMMISSION 15,633.75
NET DUE 88,591.25

SUB-TOTALS 5,000.00
Credits 8,750.00-
TOTAL RECONCILING 3,750.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 11/25/12 E:120718028
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033822
PAGE 3
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /694
Desc: 06238004

SCHEDULE			ACTUAL BROADCAST			RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-Su 11p News	700.00	32 1	11/05	MD	09:59A	30 USPRTV24ACH	700.00	
					*WFLA	:30 Commercial		
Sat 7a Today Show	2500.00	33 1	11/03	SA	11:21P	30 USPRTV28ACH	2500.00	
					*WFLA	:30 Commercial		
M-Su Late News Late Run	625.00	34 1	11/03	SA	07:37A	30 USPRTV28ACH	625.00	
					*WFLA	:30 Commercial		
Sun 6p News	2500.00	35 1	11/04	SU	12:05A	30 USPRTV28ACH	2500.00	
					*WFLA	:30 Commercial		
Sun 8a Today Show	1100.00	36 1	11/04	SU	06:28P	30 USPRTV28ACH	1100.00	
					*WFLA	:30 Commercial		
M-F 1p Days Df Dur Lives	700.00	38 1	11/04	SU	08:29A	30 USPRTV28ACH	700.00	
					*WFLA	:30 Commercial		
M-Su 11p News	500.00	39 1	11/01	TH	01:46P	30 USPRTV24ACH	500.00	
					*WFLA	:30 Commercial		
M-F 1135p ET / 1035p CT Tonight	2500.00	40 1	11/01	TH	11:31P	30 USPRTV28ACH	2500.00	
					*WFLA	:30 Commercial		
M-F 12p Today Show III	1200.00	41 1	11/01	TH	12:18A	30 USPRTV28ACH	1200.00	
					*WFLA	:30 Commercial		
M-F 2p Rachael Ray	300.00	42 1	11/01	TH	12:52P	30 USPRTV28ACH	300.00	
					*WFLA	:30 Commercial		
M-F 3p Doctors	300.00	43 1	11/01	TH	02:58P	30 USPRTV28ACH	300.00	
					*WFLA	:30 Commercial		
M-F 5a News	450.00	44 1	11/01	TH	03:30P	30 USPRTV28ACH	450.00	
					*WFLA	:30 Commercial		
M-F 5p News	300.00	45 1	11/01	TH	05:23A	30 USPRTV28ACH	300.00	
					*WFLA	:30 Commercial		
M-F 530a News	1500.00	46 1	11/01	TH	05:23P	30 USPRTV28ACH	1500.00	
					*WFLA	:30 Commercial		
M-F 530p News	500.00	47 1	11/01	TH	05:57A	30 USPRTV24ACH	500.00	
					*WFLA	:30 Commercial		
M-F 6p News	1500.00	48 1	11/01	TH	05:44P	30 USPRTV28ACH	1500.00	
					*WFLA	:30 Commercial		
M-F 6a News	2000.00	49 1	11/01	TH	06:29P	30 USPRTV24ACH	2000.00	
					*WFLA	:30 Commercial		
M-F 7p Entertainment Tonight	1000.00	50 1	11/01	TH	06:57A	30 USPRTV28ACH	1000.00	
					*WFLA	:30 Commercial		
	2000.00	51 1	11/01	TH		30	.00	Preempt Program Change .00-
M-F 7a Today Show					*WFLA	:30 Commercial		
	1400.00	52 1	11/01	TH	08:43A	30 USPRTV28ACH	1400.00	
M-F 730p Extra					*WFLA	:30 Commercial		
	2000.00	53 1	11/01	TH		30	.00	Preempt Program Change 2000.00-
M-F 9a Today Show II					*WFLA	:30 Commercial		
	700.00	54 1	11/01	TH	09:29A	30 USPRTV28ACH	700.00	
*** Continued ***								

PERIOD COST 107,975.00

85 Total Units
ACTUAL GROSS BILLING 104,225.00
AGENCY COMMISSION 15,633.75
NET DUE 88,591.25

SUB-TOTALS Debits 5,000.00
Credits 8,750.00-
TOTAL RECONCILING 3,750.00CR

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WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 11/25/12 E: 120718028
ORDER TYPE Political WFLA
INVOICE NUMBER PAGE BROADCAST MONTH
0100033822 4 10/29/2012 - 11/2
SCHEDULE DATES

REF#: 11 /27 /694
Desc: 06238004

10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE		REMARKS	DEBIT/CREDIT
M-F 1p Days Df Dur Lives	500.00	55 1	10/30 TU 01:25P	30	USPRTV28ACH	500.00			
M-Su 11p News	2500.00	56 1	10/30 TU 11:30P	30	USPRTV28ACH	2500.00			
M-F 1135p ET / 1035p CT Tonigh	1200.00	57 1	10/30 TU 12:08A	30	USPRTV28ACH	1200.00			
M-F 12p Today Show III	300.00	58 1	10/30 TU 12:52P	30	USPRTV28ACH	300.00			
M-F 2p Rachael Ray	300.00	59 1	10/30 TU 02:59P	30	USPRTV28ACH	300.00			
M-F 3p Doctors	450.00	60 1	10/30 TU 03:53P	30	USPRTV24ACH	450.00			
M-F 4p Dr Oz	750.00	61 1	10/30 TU 04:55P	30	USPRTV28ACH	750.00			
M-F 5p News	1500.00	62 1	10/30 TU 05:29P	30	USPRTV28ACH	1500.00			
M-F 530a News	500.00	63 1	10/30 TU 05:57A	30	USPRTV28ACH	500.00			
M-F 530p News	1500.00	64 1	10/30 TU 05:38P	30	USPRTV28ACH	1500.00			
M-F 6p News	2000.00	65 1	10/30 TU 06:28P	30	USPRTV28ACH	2000.00			
M-F 6a News	1000.00	66 1	10/30 TU 06:57A	30	USPRTV28ACH	1000.00			
M-F 7a Today Show	1400.00	67 1	10/30 TU 08:29A	30	USPRTV24ACH	1400.00			
M-F 730p Extra	2000.00	68 1	10/30 TU	30		.00		Preempt Program Change	2000.00-
M-F 9a Today Show II	700.00	69 1	10/30 TU 09:57A	30	USPRTV28ACH	700.00			
M-F 1p Days Of Dur Lives	500.00	70 1	10/31 WE 12:59P	30	USPRTV28ACH	500.00			
M-Su 11p News	2500.00	71 1	10/31 WE 11:21P	30	USPRTV28ACH	2500.00			
M-F 1135p ET / 1035p CT Tonigh	1200.00	72 1	10/31 WE 11:57P	30	USPRTV28ACH	1200.00			
M-F 12p Today Show III	300.00	73 1	10/31 WE 12:52P	30	USPRTV28ACH	300.00			
M-F 2p Rachael Ray	300.00	74 1	10/31 WE 02:59P	30	USPRTV24ACH	300.00			
M-F 3p Doctors	450.00	75 1	10/31 WE 03:59P	30	USPRTV28ACH	450.00			
M-F 4p Dr Oz	750.00	76 1	10/31 WE	30		.00		Preempt Special	750.00-

*** Continued ***

PERIOD COST	107,975.00	85 Total Units			
		ACTUAL GROSS BILLING	104,225.00	SUB-TOTALS	Debits 5,000.00
		AGENCY COMMISSION	15,633.75		Credits 8,750.00-
		NET DUE	88,591.25	TOTAL RECONCILING	3,750.00CR

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SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE
ORDER TYPE
WFLA I SS
11/25/12 E:120718028
Political WFLA
INVOICE NUMBER
PAGE BROADCAST MONTH
0100033822 5 10/29/2012 - 11/2
SCHEDULE DATES
10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /694
Desc: 06238004

SCHEDULE			ACTUAL BROADCAST			RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 5a News	300.00	77 1	10/31	WE	*WFLA 05:10A	:30 Commercial	300.00	ews Rpt
M-F 5p News	1500.00	78 1	10/31	WE	*WFLA 05:13P	:30 Commercial	1500.00	
M-F 530a News	500.00	79 1	10/31	WE	*WFLA 05:53A	:30 Commercial	500.00	
M-F 530p News	1500.00	80 1	10/31	WE	*WFLA 05:57P	:30 Commercial	1500.00	
M-F 6p News	2000.00	81 1	10/31	WE	*WFLA 06:14P	:30 Commercial	2000.00	
M-F 6a News	1000.00	82 1	10/31	WE	*WFLA 06:27A	:30 Commercial	1000.00	
M-F 7p Entertainment Tonight	2000.00	83 1	10/31	WE	*WFLA	:30 Commercial	.00	Preempt Program Change .00-
M-F 7a Today Show	1400.00	84 1	10/31	WE	*WFLA 08:50A	:30 Commercial	1400.00	
M-F 9a Today Show II	700.00	85 1	10/31	WE	*WFLA 09:51A	:30 Commercial	700.00	
M-F 7p News	2000.00	90 1	11/02	FR	*WFLA 07:15P	:30 Commercial	2000.00	
M-F 730p Entertainment Tonight	2000.00	91 1	11/02	FR	*WFLA 07:44P	:30 Commercial	2000.00	
M-F 7p News	2000.00	92 1	11/05	MO	*WFLA 07:08P	:30 Commercial	2000.00	
M-F 730p Entertainment Tonight	2000.00	93 1	11/05	MO	*WFLA 07:39P	:30 Commercial	2000.00	
M-F 7p News	2000.00	94 1	11/01	TH	*WFLA 07:13P	:30 Commercial	2000.00	
M-F 730p Entertainment Tonight	2000.00	95 1	11/01	TH	*WFLA 07:53P	:30 Commercial	2000.00	
M-F 7p News	2000.00	96 1	10/30	TU	*WFLA 07:46P	:30 Commercial	2000.00	
M-F 7p News	2000.00	97 1	10/31	WE	*WFLA 07:14P	:30 Commercial	2000.00	
Sun 7p ET / 6p CT Football Nig	5500.00	98 1	11/04	SU	*WFLA 07:07P	:30 Commercial	5500.00	
Fri 10p ET / 9p CT Revolution	5000.00	99 1	11/02	FR	*WFLA	:30 Commercial	.00	Preempt Program Change .00-
Sat 9a News	900.00	100 1	11/03	SA	*WFLA 09:50A	:30 Commercial	900.00	
Total Airtime Gross Spot Revenue:			104,225.00					

PERIOD COST 107,975.00

85 Total Units
ACTUAL GROSS BILLING 104,225.00
AGENCY COMMISSION 15,633.75
NET DUE 88,591.25

SUB-TOTALS 5,000.00
TOTAL RECONCILING Credits 8,750.00-
3,750.00CR

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